



**JANUARY 4 - DECEMBER 23, 2009**

WALT DISNEY World Resort  
**Salutes The U.S. Military With A**  
**FREE FIVE-DAY**  
**TICKET**

Disney's  
**ARMED FORCES SALUTE**

Active and Retired U.S. Military personnel may obtain one complimentary 5-Day Disney's Armed Forces Salute Ticket with *Park Hopper*® and *Water Park Fun & More* Options and may purchase up to five 5-Day Disney's Armed Forces Salute Companion tickets (one theme park per day) for \$99 per ticket, tax not included.

Disney's Armed Forces Salute tickets for *Walt Disney World*® Resort can be obtained at participating military base ticket offices, including Shades of Green Resort at *Walt Disney World*® or at Main Entrance theme park ticket windows. Tickets are not valid until activated at the theme park ticket window. Tickets and options must be used by December 23, 2009.

Valid military ID required. See your military base ticket office for details.

## **Disney Parks Celebrate U.S. Military With Free, Multi-day Admission to Theme Parks in 2009**

LAKE BUENA VISTA, Florida / ANAHEIM, California (January 4, 2009) – As Disney Parks ask “What Will You Celebrate?” and invite guests to turn their personal milestones into magical family vacations in 2009, America’s military personnel will have one more reason to celebrate: Free multi-day admission to Disney’s U.S. theme parks.

With the “Disney’s Armed Forces Salute” offer, active and retired U.S. military personnel, including active members of the United States Coast Guard and activated members of the National Guard or Reservists, can enjoy complimentary, multi-day admission into Disney’s U.S. theme parks, great rates at select Walt Disney World and Disneyland Resort hotels, and additional special ticket offers for family members and friends.

“For so many of the men and women who serve in our U.S. military, time together with their families is cause enough for celebration,” said Jay Rasulo, chairman of Walt Disney Parks and Resorts. “We are grateful for their service and hope ‘Disney’s Armed Forces Salute’ will allow our troops to create wonderful, magical memories with their family and friends.”

### **At Disneyland Resort in Southern California:**

Through June 12, 2009, each active or retired member of the U.S. military can receive one complimentary three-day “Disney’s Armed Forces Salute” ticket valid for admission to both Disneyland and Disney’s California Adventure parks. During the offer period, active or retired U.S. military personnel also may make a one-time purchase of an adult or child three-day “Disney’s Armed Forces Salute Companion” ticket for up to five family members (including spouse) or friends for the price of an adult 1-Day Park Hopper ticket.

Disneyland Resort hotels are also offering special room rates for active or retired military personnel. For example, at Disney’s Paradise Pier Hotel, active or retired members of the military and their families may find hotel rooms starting at \$119 per night during value season, with great savings during other times of the offer period. This offer is available through June 12, 2009, and the number of rooms available at these special rates is limited.

For information regarding “Disney’s Armed Forces Salute” at the Disneyland Resort, or to make reservations, military personnel may call 714/956-6424.

### **At the Walt Disney World Resort in Florida:**

From January 4 to December 23, 2009, each active or retired member of the U.S. military may obtain one complimentary five-day “Disney’s Armed Forces Salute” ticket with *Park Hopper* and *Water Park Fun & More* options. This ticket is valid for five days of admission into the four Walt Disney World theme parks, plus a total of five visits to a choice of a Disney water park, DisneyQuest Indoor Interactive Theme Park or certain other attractions. During this offer period, active or retired U.S. military personnel may also make a one-time purchase of up to a maximum of five, five-Day “Disney’s Armed Forces Salute Companion” tickets for \$99 per ticket, plus tax, for family members (including spouse) or friends. Although this ticket for family members and friends does not include either the Park Hopper or Water Park Fun & More options, this ticket can be upgraded to add either such option, or both, for an additional \$25, plus tax, per option. All tickets and options are non-transferable and must be used by Dec. 23, 2009.

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Ask about the great rates that may be available at select Walt Disney World or Disneyland Resort hotels for active or retired U.S. military personnel during this offer period.

For information on the "Disney's Armed Forces Salute" offer at the Walt Disney World or Disneyland Resort, or to make reservations, active and retired U.S. Military personnel may call the ITT office on their base. Information is also available at [www.disneyworld.com/military](http://www.disneyworld.com/military).

**Other Offer Details:**

- Complimentary "Disney's Armed Forces Salute" tickets for the Walt Disney World or Disneyland Resort may be obtained only by active or retired U.S. military personnel, including active members of the United States Coast Guard and activated members of the National Guard or Reservists.
- Please see a participating U.S. military base ticket office for an exchange certificate for the complimentary "Disney's Armed Forces Salute" ticket for the Walt Disney World or Disneyland Resort. The exchange certificate will need to be redeemed for such ticket by the active or retired military personnel at a Main Entrance theme park ticket window (maximum of 1 such complimentary ticket per service member, regardless of where the exchange certificate is obtained).
- "Disney's Armed Forces Salute Companion" tickets for family members and friends may be purchased only by active or retired U.S. military personnel, including active members of the United States Coast Guard and activated members of the National Guard or Reservists (or their spouses, but not both).
- "Disney's Armed Forces Salute Companion" tickets for admission to the Disneyland Resort can be purchased only at participating U.S. military base ticket offices. "Disney's Armed Forces Salute Companion" tickets for admission to the Walt Disney World Resort can be purchased only at participating U.S. military base ticket offices (including at the Shades of Green Resort at the Walt Disney World Resort), or at Main Entrance theme park ticket windows.
- Military personnel (or their spouses) who purchase "Disney's Armed Forces Salute Companion" tickets for family members and friends at participating U.S. military base ticket offices (including at the Shades of Green Resort at the Walt Disney World Resort) will receive exchange certificates to be redeemed by such military personnel (or their spouses) for tickets at Main Entrance theme park ticket windows (one ticket per exchange certificate).
- The military personnel (or spouse) will be required to present valid military identification (which, for activated members of the National Guard or Reservists, also includes orders showing active status between Jan. 1, 2008 – Dec. 23, 2009 for the Walt Disney World Resort and between Jan. 4, 2009 – June 12, 2009 for the Disneyland Resort) for all ticket transactions (including to exchange and redeem the exchange certificates for the tickets at Main Entrance theme park ticket windows). A valid ID may also be required for admission.
- "Disney's Armed Forces Salute Companion" tickets are limited to five per service member (regardless of place of purchase and whether purchased by service member or spouse) and all five must be purchased at the same time. Accordingly, no service member (or spouse) may purchase "Disney's Armed Forces Salute Companion" tickets at any military base ticket office if that service member (or spouse) previously purchased "Disney's Armed Forces Salute Companion" tickets (whether at that same military base ticket office or at any other military base ticket office or place).
- First day of use of "Disney's Armed Forces Salute" complimentary tickets and "Disney's Armed Forces Salute Companion" tickets at the Disneyland Resort must be no later than June 12, 2009 and tickets expire 13 days after the first day of use or June 25, 2009, whichever occurs first. Last day of use on "Disney's Armed Forces Salute" complimentary tickets and "Disney's Armed Forces Salute Companion" tickets at the Walt Disney World Resort is Dec. 23, 2009.
- Tickets must be used by the same person on any and all days. "Disney's Armed Forces Salute" complimentary tickets may be used only by the service members to whom they are issued. "Disney's Armed Forces Salute Companion" tickets may be used only by the friends and family members for whom they are purchased.
- This offer may not be combined with any other offer.

**What Will You Celebrate?**

Military personnel taking advantage of this offer will find even more to celebrate during their stay. Beginning in January, Disney Parks will embrace a newly identified nationwide travel trend called "celebration vacations," in which Americans mark special occasions in their lives with a family vacation.

In 2009, Walt Disney World and Disneyland Resorts ask guests "What Will Your Celebrate?" and lead this growing trend with new entertainment and services that allow guests to turn their personal milestones – a birthday, an anniversary, Quinceañera or any special occasion – into magical Disney experiences.

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**CONTACT:** DISNEYLAND RESORT P.R.

714/781-4500

WALT DISNEY WORLD PUBLIC RELATIONS

407/566-6397

### **Disney Clarifications:**

Q: At WDW - Are Veterans included in this promotion?

A: To date (01/08/09) WDW has authorized that "100% Disable Vets" can receive the complimentary ticket and purchase up to 5 companion tickets.

Q: At Disneyland - Are Veterans included in this promotion?

A: To date (01/08/09) Disneyland has stated that if a "100% Disable Vet" receives the same benefits as a Retiree than the answer is yes.

Q: Does a reservist need to be active at time of usage.

A: No. However when exchanging our ticket at Disney's ticket window the reservist must prove that they were active anytime between January 4 - June 12, 2009 for Disneyland OR January 1 - December 23, 2009 for WDW.

Q: What if the Active Duty person is Deployed or on deployment?

A: Only the Active Duty/Retiree person can receive the complimentary ticket. Spouses do not receive complimentary tickets. In place of the Active Duty/Retiree/ and if applicable 100% Disabled Vet, the spouse can purchase up to 5 companion tickets.

Q: What if the Active Duty/Retired person is deceased. Can the spouse receive the complimentary ticket?

A: No. However the spouse can purchase up to 5 companion tickets.

Q: WDW - is the customer required to use their 5 days consecutively?

A: WDW does not require consecutive use. The first use of the ticket must be on the same day of exchange and will expire December 23, 2009.

Q: Disneyland - is the customer required to use their 3 days consecutively?

A: Disneyland - does not require consecutive use HOWEVER the first use of the ticket must be on the same day of exchange. The ticket will expire 13 days after the first day of use or June 25, 2009, whichever occurs first.

Q: Can those with companion tickets exchange their ticket without the Active Duty/Retiree/Spouse?

A: No, the companion tickets must be exchanged by the Active Duty/Retiree.

Q: Can customers upgrade a base ticket at the gate?

A: Yes. If the Military Ticket Office or customer only wants to handle the 5 Day Military Salute Base Ticket at time of purchase the customer can upgrade at the gate. Currently it is \$25 plus tax per upgrade option. Hopper Option \$25 plus tax, Water Park Fun & More option \$25 plus tax or Hopper and Water Park Fun & More Options \$50 plus tax.

Q: Can customers add days or purchase a no expiration option?

A: No.

Q: Are there Block Out dates?

A: No.

Q: Are we required to track?

A: No, however if you want you can create your own tracking to discourage abuse.

Q: Is WDW a consignment program?

A: No. Payment is due net30. HOWEVER at the end of this program there will be a small window of opportunity to "exchange" unused tickets.

Q: Is Disneyland a consignment program?

A: Yes, pay as you sell.

Q: Can we return some or our entire current inventory.

A: Undetermined. We are working on an exchange process. More detail will be released by end of January.